INTRODUCING NETBASE AUDIENCE 3D™

There is more to your understanding of social consumers. Tap into custom audiences for valuable insights, harder hitting creative, and campaigns that heighten customer engagement—and your bottom line.

SOCIAL AUDIENCES – DO YOU HAVE THE FULL PICTURE?

You might understand social audiences as they relate to your brand, but that’s only a fraction of what they are saying and doing. There’s more to the full social conversation—and successful marketers need to understand it.

Dated, inaccurate methods—like focus groups, surveys, and look-alikes—only partly explain what might drive a specific audience. Finally, you can accurately know what’s driving an audience in real-time.

INTRODUCING AUDIENCE 3D

Audience 3D is a new product that gives you a complete picture of your social audience. You’ll now get real-time data about:

• Psychographics
• Interests
• Media consumption
• Device usage
• And more

As one of the first brands to test NetBase Audience 3D for our Mobile App launch, we’ve found that we could engage with our consumers on a deeper, more human level that further drives them to be brand champions.

- Mihir Minawala, Manager of Social, Industry & Competitive Intelligence

AUDIENCE 3D POWERS MARKETING

Marketing Strategy
In-depth audience analytics give you an unprecedented, dimensional understanding of what’s driving your consumers.

Content & Creative Development
Use your audience data to craft content that inspires, delights, and engages consumers.

Targeted Advertising
Take action by delivering the right marketing message to the right audiences at the right time, then measure the results.

The Gnip Insights APIs give global brands and agencies the audience and content performance data they have been needing for years. We have worked closely with NetBase to take full advantage of this new data and bring a powerful new solution to market that enables marketers to find, understand and target their most valued audiences.

- Chris Moody, VP of Data Products at Twitter

@NetBase  NetBaseInc  NetBase Solution, Inc
HOW IT WORKS

1. Define

Define the audience you want to know, from current customers, to future customers, to your loyalty program.

2. Know

Unlock real-time psychographic information from millions of social consumers to understand more about an audience, including what they want, love, need, and buy.

3. Target

Create audience segments based on what they are saying and doing and develop highly personalized content to engage them effectively. Measure campaign results in real-time.
With NetBase Audience 3D, we were able to identify passionate audience segments that would love our new Slurpee. This helped us extend reach by 3 million users and increased engagement by 2X, making this one of the year’s most successful activations.
- Matthew Schmertz, Senior Manager of Digital Marketing

AUDIENCE 3D IS THE ONLY SOLUTION THAT LETS YOU:

- Create completely custom audiences.
- Know your audience like never before and see how they change over time.
- Target in authentic ways to increase engagement and sales.
- Track connected campaign metrics over time.

SEE HOW AUDIENCE 3D CAN POWER YOUR BUSINESS